Code Book
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Rule: Don't read into author's intent**.** Take the tweets at "face value" and evaluate.

Rule: If there's uncertainty, and a link is provided, view the link for more context…

Rule: If not clear, error on the side of caution and opt for "No" ("0").

Rule: Authors of tweets can either "plant a flag" or "grab ahold of a flag" re: salient topics.

TEXTUAL MARKERS

"**Simplification [of a flag issue]** breaks down complex issues into an artificial either/or, pro/con framework that defines two diametrically opposed groups into which audience members are to be sorted, and which leaves no ground for a middle position" (**e.g. we / they formulations, either / or assertions, or other binary copulas**).

"**Exaggeration [of differences]** (hyperbole) of the perceived differences between the two dichotomies serves to heighten the moral stakes of the generated conflict, to clearly establish the positive in–group in the minds of addresses, and to depict members of the out–group as having extreme and morally despicable views" (**e.g., good / evil dichotomies, reducing entire groups into one "lump sum"**).

"**[Emotionally] provocative** and confrontational textual elements seek to make it impossible for those who hear the orator's message to remain neutral. The orator uses morally and emotionally charged language to trigger the psychological response in [the audience], moving them to identify with one side of the dichotomous framework or the other." **(e.g., the use of derogatory language to dehumanize the out-group OR the use of powerful words to promote the in-group)**.